

ORDER



Fox 30 JAX

Orders
Order / Rev: 63127
Alt Order #: 09835091
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 461
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: GENERAL

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: American Rambler Pro
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/R/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	24	\$6,300.00	\$5,355.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$6,300.00	\$5,355.00	0.00
Totals	24	\$6,300.00	\$5,355.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
Fox 30 JAX	10%	\$6,300.00
Market	100%	\$63,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	90%	\$56,700.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	10/08/12	10/09/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PIM	-----	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$280.00		0.00			
E 2	WAWS	10/03/12	10/05/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI	--WTF--	:30	3	\$280.00	P-3	0.00	NM	3	\$840.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$280.00		0.00			

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E 2	WAWS	10/03/12	10/05/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$280.00	P-3	0.00	NM	3	\$840.00
	NEWS														
E 3	WAWS	10/03/12	10/05/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		3				\$150.00		0.00			
E 4	WAWS	10/08/12	10/09/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PMT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----		2				\$150.00		0.00			
E 5	WAWS	10/08/12	10/09/12	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	PMT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
	2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----		2				\$100.00		0.00			
E 6	WAWS	10/03/12	10/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	--WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
	2.5 MEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		3				\$100.00		0.00			
E 7	WAWS	10/06/12	10/06/12	FOX College Afternoon Gam FOX College Afternoon Gam	CM	12:30 PM-7:00 PM (12:30 PM-7:00 PM)	-----S-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
	BASEBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$125.00		0.00			
E 8	WAWS	10/06/12	10/06/12	FOX College Prime Gam FOX College Prime Game	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
	COLLEGE FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$475.00		0.00			
E 9	WAWS	10/07/12	10/07/12	Su 11a-12p Su 11a-12p	CM	11:00 AM-12:00 PM	-----S	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
	FOX NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$70.00		0.00			
E 10	WAWS	10/07/12	10/07/12	NFL Regular Season NFL Regular Season	CM	4:00 PM-8:00 PM (4:00 PM-8:00 PM)	-----S	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
	NFL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$1,100.00		0.00			
E 11	WAWS	10/07/12	10/07/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM	-----S	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$280.00		0.00			
E 12	WAWS	10/07/12	10/07/12	Sa-Su 1030p-11p Sa-Su 1030p-11p	CM	10:30 PM-11:00 PM	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$150.00		0.00			
													Totals	24	\$6,300.00